

Celebrate your best on Vision Group platforms

By Andrew Masinde

Often organisations want to celebrate their best employees and also showcase their corporate social responsibility in any media, Vision Group's platforms are the answer.

On Monday, corporate companies will be given an opportunity to showcase their best workers at affordable prices in *New Vision* newspaper and on other Vision Group media platforms.

Isaiah Mwalye, Vision Group's senior advertising manager for newspapers, said Christmas is a day we celebrate the birth of Jesus Christ. So, celebrating your best employee on the same date is one of the gifts they can never forget.

He noted that throughout the year, companies make profits and also offer CSR activities to the community, yet many a time, those that make it possible are never recognised.

"So, as Vision Group, we believe this is a great opportunity to celebrate with your best. Companies and people should not worry of where to celebrate their staff beyond their companies," he said.

BETWEEN THE LINES:

■ Many companies have CSR as a business approach that contributes to sustainable development.

Renowned human resource management specialist Eseza Byakika, said celebrating your best employee publically encourages good performance in the company. She noted that if one recognised the extra performance of one's employee, others will also work hard to ensure that they are also celebrated.

"If you put your best employee in the newspaper, this looks small, but it would do wonders to the employee. They would want to work even harder, such that they justify why they were the best. Even others will work hard to outcompete the one celebrated, which can lead to high results," Eseza noted.

Robert Shisa, the human resources business development partner at Uganda Clays Limited, said everyone goes to work with the aim of getting a salary at the end of the month.

He, however, noted that the only way one can boost employees' morale is by celebrating the best in any form that can be recognised by everyone.

Mwalye said many companies have CSR as a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

"Many of the activities go unnoticed, some have had runs for water, schools, health and many others and the public is out there waiting to see the results of their run. So, with the opportunity on the Vision Group media platforms, companies can showcase their CSR results to the public," he said.